



Guía docente 32051 - PB - Fotónica y Negocios

Última modificación: 13/05/2015

Unidad responsable: Escuela Técnica Superior de Ingeniería de Telecomunicación de Barcelona
Unidad que imparte: 731 - OO - Departamento de Óptica y Optometría.

Titulación: DOCTORADO EN FOTÓNICA (Plan 2007). (Asignatura optativa).
MÁSTER UNIVERSITARIO EN FOTÓNICA (Plan 2009). (Asignatura optativa).
MÁSTER UNIVERSITARIO ERASMUS MUNDUS EN INGENIERÍA FOTÓNICA, NANOFOTÓNICA Y BIOFOTÓNICA (Plan 2010). (Asignatura optativa).

Curso: 2015 **Créditos ECTS:** 2.5 **Idiomas:** Inglés

PROFESORADO

Profesorado responsable: FERRAN LAGUARTA BERTRAN

Otros: CARLES PUENTE

METODOLOGÍAS DOCENTES

Presencial Teaching + activities

OBJETIVOS DE APRENDIZAJE DE LA ASIGNATURA

The main purpose of this short course is to provide the students with the fundamental entrepreneurial skills and behaviours required to successfully start and develop a technology based business. These skills are exactly the same as those needed to start and run a major development project in a large company environment.

The second purpose is to incite business awareness and to explore the hard and fascinating way leading from cutting-edge research to the marketplace.

Program will include lectures given by entrepreneurs that have the

CONTENIDOS

(CAST) -Entrepreneurship and Intrepreneurship

(CAST) -The cornerstones of the competence

(CAST) -Innovation and Team Work Developing a technical based business: IRP and patents

(CAST) -Leadership

(CAST) -Product design and development



(CAST) -Business planning and marketplace

(CAST) -The funding process. Venture capital

(CAST) (CAT) -Workshop: basic of start-up finance and accounting

(CAST) (CAT) - Gathering resources. Venture capital. Case study.

(CAST) (CAT) - Regional economic development. Photonics Clusters. Case study.

(CAST) (CAT) - Master Activity

SISTEMA DE CALIFICACIÓN

· As an Individual:

Participation in lectures, workshops and case studies (25%)
Short final Exam (35%).

· As a Team:

Opportunity Analysis Project (40%)

NORMAS PARA LA REALIZACIÓN DE LAS PRUEBAS.

The usual in University teaching

BIBLIOGRAFÍA

Complementaria:

- Committee on Optical Science and Engineering [et al.]. Harnessing light: optical science and engineering for the 21st century. National Academy Press, 1998. ISBN 0309059917.